



News Release

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Is Your Dad a Former Smoker or One Who's Trying to Quit? *Hurry and Enter Him in The TRUTH's Dancin' Papas Competition*

SALT LAKE CITY— If your dad has recently quit smoking and isn't afraid to celebrate his success in front of 20,000 cheering fans, The TRUTH tobacco education campaign wants to help.

The Truth, Papa Murphy's Pizza and the Utah Jazz are calling on fathers of all ages who have quit smoking or are trying to quit to enter the first-ever Dancin' Papas competition. The contest will kick off Nov. 1 at the home opener of the Utah Jazz.

Kids are invited to tell their dads' success stories online at www.utahjazz.com/thetruth. Winners will be selected at random, and three dads will be invited to one of three Utah Jazz games at the Energy Solutions Arena on Nov. 1, Dec. 26, and March 8. Participants will practice a choreographed dance routine with a Utah Jazz Dancer before the game, then perform it for the crowd during a timeout. The best "Dancin' Papa" will be chosen by the crowd.

"The Dancin' Papas is a fun way to celebrate the fathers in our community who have quit or are trying to quit tobacco," said Lena Dibble of the UDOH Tobacco Prevention and Control Program. "We think the competition will give hope and encouragement to others who are also trying to quit tobacco."

The final "dance off" will occur between the first place winners from the initial three games on April 2.

The grand prize winner will take home free Papa Murphy's pizza for a year, a video iPod®, and lots of cool Utah Jazz promotional items. Second and third place winners will get one free pizza and Jazz items.

For more information or to enter the competition, go to www.utahjazz.com/thetruth.

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